

## Electricity Demand in March 2009 (Bulletin)

### Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March 2009, measured in terms of the total electricity sales of the 10 power companies, was down 11.6% from the last year to 69.1 billion kWh.

- Outside the liberalized segment, lighting demand declined by 4.4% due principally to a shorter meter-reading period than the last year as well as decreased demand for heating caused by generally higher temperatures from February to early March compared with a year ago.

Commercial demand in the liberalized segment decreased by 2.0%.

### Demand Volume and Year-on-year Basis by Month and Use

			This Month (March)	Prev. 3 Month			
				February	January	December	
Volume (GWh)	Other than Eligible Customers' Use	Lighting	25,079	27,930	31,701	24,033	
		Power	3,733	4,146	4,518	3,452	
		Lighting & Power Total	28,812	32,076	36,219	27,485	
	Eligible Customers' Use	Commercial Power	16,181	17,033	16,862	16,033	
		Industrial Power	24,099	23,624	24,755	27,253	
		Eligible Customers' Use Total	40,280	40,657	41,617	43,286	
	Total Electricity Sales			69,093	72,733	77,836	70,771
	(Large Industry)			19,037	18,038	19,471	21,552
Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	95.6	94.6	99.6	97.0	
		Power	90.0	89.2	96.9	92.8	
		Lighting & Power Total	94.8	93.8	99.3	96.4	
	Eligible Customers' Use	Commercial Power	98.0	96.6	100.9	100.9	
		Industrial Power	77.1	76.3	83.3	88.4	
		Eligible Customers' Use Total	84.3	83.7	89.6	92.7	
	Total Electricity Sales			88.4	87.9	93.9	94.1
	(Large Industry)			75.6	73.6	81.3	87.0

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

### (Reference)

Large industrial demand was down year on year for six consecutive months, decreasing by 24.4%.

This was due mainly to year-on-year decline in all major sectors including steel.

### (Reference) Large Industry Demand Volume and Year-on-year Basis by Sector

Units: GWh, %

	This Month (March)		Prev. 3 Months		
	Volume	Year-on-year Basis	February	January	December
Textiles	184	70.6	71.3	81.8	85.7
Paper & Pulp	673	70.7	72.7	79.1	90.3
Chemicals	1,876	69.7	69.9	76.4	85.3
Ceramic	790	75.1	74.1	85.0	91.9
Steel	1,921	55.2	56.6	62.5	75.2
Non-Ferrous Metals	991	66.8	65.0	76.0	81.8
Machinery	4,909	70.8	67.5	76.2	81.9

### (Reference) Large Industry Demand Year-on-year Changes (%)

	4	5	6	7	8	9	10	11	12	1	2	3
FY1999	-3.8	-3.6	-0.6	-1.5	2.6	2.8	1.0	3.3	3.6	2.6	6.4	4.9
FY2000	3.5	4.7	4.2	5.2	5.0	1.5	2.6	2.8	2.6	3.8	-1.7	-0.3
FY2001	-0.4	-1.0	-2.3	-1.2	-4.5	-6.0	-4.7	-5.5	-6.0	-6.3	-5.2	-4.9
FY2002	-1.8	-0.4	-1.4	0.4	2.2	2.9	2.4	3.1	4.0	5.2	3.2	4.2
FY2003	2.7	1.8	0.8	-4.3	-2.6	0.8	-0.6	-0.1	-0.4	0.4	3.2	1.3
FY2004	2.2	1.3	4.6	7.6	4.5	2.8	2.3	2.3	1.8	1.6	-0.1	1.7
FY2005	1.0	-0.8	0.5	-1.6	1.7	1.9	2.7	2.3	4.6	3.7	2.8	2.9
FY2006	3.1	4.9	4.0	4.7	5.6	3.1	5.5	6.7	5.4	4.5	5.0	6.1
FY2007	4.6	5.1	4.1	3.0	4.8	5.8	4.0	2.8	2.8	3.8	8.0	2.2
FY2008	3.3	3.8	2.2	6.5	-0.0	0.6	-0.5	-5.2	-13.0	-18.7	-26.4	-24.4

# Lighting and Power Demand by Company and Use

(Units: GWh,%)

		March 2009											Prev. 3 Months (10-Co.Total)			
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total	February	January	December
Results	Lighting	1,077	2,373	8,519	3,043	740	4,203	1,659	825	2,447	24,886	193	25,079	27,930	31,701	24,033
	Power	290	359	941	541	116	482	220	152	413	3,514	219	3,733	4,146	4,518	3,452
	<Low Voltage>	98	255	778	373	84	396	156	93	335	2,568	25	2,593	2,906	3,136	2,445
	Lighting & Power Total	1,367	2,732	9,460	3,584	856	4,685	1,879	977	2,860	28,400	412	28,812	32,076	36,219	27,485
	Eligible Customers' Use	1,402	3,863	13,303	6,039	1,330	6,513	2,903	1,256	3,586	40,195	85	40,280	40,657	41,617	43,286
	<Commercial Power>	726	1,402	6,054	1,810	430	2,617	1,117	497	1,492	16,145	36	16,181	17,033	16,862	16,033
	<Industrial Power>	676	2,461	7,249	4,229	900	3,896	1,786	759	2,094	24,050	49	24,099	23,624	24,755	27,253
	Total Electricity Sales	2,769	6,595	22,764	9,623	2,186	11,198	4,782	2,233	6,446	68,596	497	69,093	72,733	77,836	70,771
<Large Industry>	372	1,841	5,877	3,367	703	3,141	1,455	579	1,634	18,969	68	19,037	18,038	19,471	21,552	
Year-on-Year Basis	Lighting	97.5	99.8	101.7	89.6	96.6	90.7	93.7	93.9	90.6	95.7	84.3	95.6	94.6	99.6	97.0
	Power	102.1	90.0	95.5	83.7	83.3	84.4	88.6	88.5	83.9	89.2	102.9	90.0	89.2	96.9	92.8
	<Low Voltage>	94.2	92.6	95.8	82.4	86.1	83.9	88.6	88.0	84.7	88.8	106.1	88.9	88.5	95.9	92.4
	Lighting & Power Total	98.4	98.4	101.1	88.7	94.6	90.0	93.1	93.0	89.6	94.9	93.2	94.8	93.8	99.3	96.4
	Eligible Customers' Use	87.6	83.1	87.9	76.6	79.7	85.7	83.3	88.3	84.3	84.3	101.1	84.3	83.7	89.6	92.7
	<Commercial Power>	95.9	97.0	98.7	93.6	101.4	95.0	120.3	101.2	92.4	98.0	103.0	98.0	96.6	100.9	100.9
	<Industrial Power>	80.1	76.8	80.5	71.1	72.3	80.4	69.9	81.4	79.4	77.0	99.7	77.1	76.3	83.3	88.4
	Total Electricity Sales	92.6	88.8	92.9	80.7	85.0	87.4	86.9	90.3	86.6	88.4	94.5	88.4	87.9	93.9	94.1
<Large Industry>	68.5	74.2	79.7	70.2	70.1	80.2	67.3	78.4	77.4	75.5	100.9	75.6	73.6	81.3	87.0	

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 2) Figures in < > indicate breakdown.  
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